

Appln. No. 09/480,643
Amdt. dated Oct. 17, 2005
Reply to Office Action dated July 15, 2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A system for communication of a proposed commercial transaction in a local area comprising:

a mobile wireless device associated with a consumer, the mobile wireless device including a storage for receiving and storing information related to consumer preferences and an antenna for communicating directly with local merchants in the local area over a short range, ad-hoc, wireless communication link;

a short range wireless communications system adapted to communicate with the mobile wireless device associated with a consumer within the local area, wherein the local area is defined by proximity of the mobile wireless device to said short range wireless communication system and physical coverage of said short range wireless communication system, said short range wireless communications system being associated with a first merchant of a proposed offer and transmitting the proposed offer directly to the mobile wireless device associated with the consumer; and

the mobile wireless device including a system which receives a user input indicating that the information from the first merchant is to be transmitted to a second merchant within the local area, wherein the mobile wireless device transmits the information received from the first merchant directly to the second merchant over another short range wireless, ad-hoc communication link in response to a user input.

2. (Canceled)

3. (Previously Amended) A system for communication of a proposed commercial transaction in the local area including the elements of Claim 1 wherein the mobile wireless device associated with the consumer is a cellular telephone with storage including preferences loaded by the consumer and the short range wireless communications system operates over a limited local area.

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4. (Canceled)

5. (Original) A system for communication of a proposed commercial transaction in the local area including the elements of Claim 1 wherein the short range wireless communication system complies with the Bluetooth specification.

6. (Original) A system for communication of a proposed commercial transaction in the local area including the elements of Claim 1 wherein the offer communicated to the consumer matches the consumer preferences stored in the mobile wireless device.

7. – 8. (Canceled)

9. (Currently Amended) A system for conducting an auction between two merchants each having a fixed location and a consumer located proximate to the two merchants, the consumer associated with a mobile wireless device, the system comprising:

a mobile wireless device associated with the consumer including memory for storing details of a proposed transaction and a communications device for exchanging messages directly with at least a first merchant and a second merchant related to the proposed transaction over short range, ad-hoc, wireless communication links;

a comparator in the mobile device for comparing the messages from the first merchant and the second merchant to determine which message offers the better deal; and

a transmission system responsive to comparison in the mobile device for sending at least one merchant the details of the better deal and for receiving a message from at least one merchant in response to the details of the better deal, wherein the communications between the mobile wireless device and the merchants are exchanged directly between one another without utilization of a central processing system.

10. (Previously Amended) A system for conducting an auction including the elements of Claim 9 and further including a system, disposed within the mobile wireless device, for comparing the received message from the merchant in response to the details of the better deal

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and for communicating that received message directly to another merchant over another one of the short range wireless communication links.

11. – 13. (Canceled)

14. (Currently Amended) A program stored on a storage medium adapted to be read by an information handling system, the program comprising:

a first module for storing consumer preferences;

a second module for transmitting consumer preferences directly to individual merchant systems over short range, ad-hoc, wireless communication links in response to an interrogation by an external system;

a third module for receiving bids from the external system and for storing those bids;

a fourth module for comparing bids to determine the best bid and for receiving an input at a mobile device whether to communicate a bid from one bidder to a second bidder and, if sending is indicated, sending the best bid to an other bidder directly over a short range, ad-hoc, wireless communication link; and

a fifth module for displaying the best bid received so that the consumer can acknowledge the bid;

wherein each individual merchant system with which communication is established is determined via proximity and a physical coverage area of the individual merchant system.

15. (Currently Amended) A system for communicating regarding a proposed transaction between a consumer and potential merchants, the system comprising:

a wireless device associated with the consumer which includes a system for receiving and transmitting information directly to and from individual merchant systems over short range, ad-hoc, wireless communication links about a potential purchase and receiving a consumer input;

a plurality of short range wireless communications systems, wherein each of at least a first and a second potential merchant is associated with one of said plurality of short range wireless communication systems, being associated with at least first and second potential merchants, each of said first and second merchants seeking to make a transaction with the consumer relating to the proposed transaction, the short range wireless communication system

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associated with the first merchant transmitting directly to the wireless device a first bid from
[[a]] the first merchant and receiving information on the first bid from the wireless device,
wherein said wireless device and transmitting transmits information on said first bid to [[a]] the
short range wireless communication system associated with the second merchant in response to
the consumer input.

16. (Currently Amended) A system for communicating a proposed transaction as provided in Claim 15 and further including a sensor for determining merchants which are proximate to the consumer and his wireless device so that the consumer is dealing with merchants in a defined geographic area, wherein said sensor detects short range wireless networks and does not determine a location for the wireless device or the communication systems associated with the merchants.

17. (Previously Amended) A system for communicating a proposed transaction of the type set forth in Claim 15 wherein, when the wireless device receives a response from the merchant which includes a proposal of an alternate transaction, the details of the alternate transaction are sent to an other merchant to receive a bid from the other merchant.

18. (Original) A system for communicating a proposed transaction of the type set forth in Claim 17 wherein the wireless device includes a screen and displays the communications which have been received from merchants regarding the proposed transaction.

19. (Currently Amended) A method of proposing commerce between a merchant and a potential customer with a mobile wireless device, the steps of the method comprising:

receiving at the mobile wireless device a bid sent directly from a first merchant over a short range, ad-hoc, wireless communication link regarding a potential purchase and receiving a customer input;

transmitting information regarding the bid from the first merchant from the mobile wireless device directly to a second merchant over another short range, ad-hoc, wireless communication link in response to the customer input at the mobile wireless device; and

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receiving at the mobile wireless device a bid sent directly from the second merchant over the other short range, ad-hoc, wireless communication link regarding the proposed purchase, whereby the potential customer may compare the first bid from the first merchant with the second bid from second merchant for the potential purchase;

wherein the mobile wireless device selects the first and second merchants for communication, at least in part, by virtue of proximity and physical coverage of the short range, ad-hoc wireless communication links.

20. (Original) A method of proposing commerce between a consumer and a merchant including the steps of Claim 19 wherein the method further includes receiving and transmitting information only within a limited area, whereby the customer is proximate to the merchants at the time of the communications.

21. (Previously Amended) A method of proposing commerce between a consumer and a merchant including the steps of Claim 19 wherein the method includes storing consumer preferences in the mobile wireless device and the communications includes information from the stored consumer preferences.